

2-3 — 7 '67

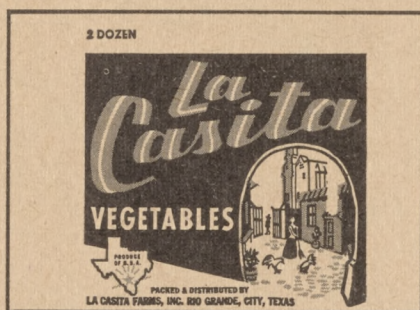
ATTENTION CONSUMERS!

For your information this store sells produce harvested and packed under strike conditions in Rio Grande City. PLEASE DO NOT BUY lettuce, melons, carrots, celery, peppers, tomatoes, and other vegetables packed in cartons marked LA CASITA.

Ask the produce manager of this store, and others where you shop, to discontinue business with LA CASITA. Ask him to show you the cartons in which fresh produce is delivered to his store.

LA CASITA is the wholly owned subsidiary of Harden Farms of California, with offices in Salinas, California. Officers of La Casita, Inc. reside in California and control the LA CASITA operation from there. They are getting fat off the labors of Texas' poor, paying only 70c per hour to Valley farm workers while at the same time showing a net profit on sales of better than 10%, totalling \$185,021 in 1965. Most of these profits are sent to California.

YOU CAN HELP STOP THIS DRAIN ON TEXAS WEALTH! Refuse to buy LA CASITA fresh farm produce until that company negotiates a legitimate contract with its striking employees, represented by the United Farm Workers Organizing Committee, AFL-CIO.



BOY ACE
FARM FRESH
HAR DEN CRISP
MISTER SUPERMARKET
RINGOLD
Phil's Special Qual
unmarked boxes



DON'T BUY VEGETABLES WITH THESE LABELS

Thank you for your cooperation, United Farm Workers Organizing Committee, AFL-CIO.
Support striking farm workers by mailing contributions to UFWOC, AFL-CIO, P.O. Box 54,
Rio Grande City, Texas 78582

VIVA LA CAUSA!